

## ORDER



KSNV

**Orders**  
**Order / Rev:** 107427  
**Alt Order #:** 06860869  
**Product Desc:** Horsford/DCCC  
**Estimate:** 1969  
**Flight Dates:** 10/05/12 - 10/11/12  
**Original Date / Rev:** 10/03/12 / 10/03/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** GMMB, Inc./ Washington D.C.  
**Buying Contact:**  
**Billing Contact:**  
 Washington Harbor  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** DCCC/ Horsford  
**Demographic:** A35+  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/11/12	33	\$44,625.00	\$37,931.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	33	\$44,625.00	\$37,931.25	0.00
<b>Totals</b>	<b>33</b>	<b>\$44,625.00</b>	<b>\$37,931.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KSNV	29%	\$44,625.00
Market	100%	\$153,879.31

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$46,163.79
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$30,775.86
KTUD	1%	\$1,538.79
KVVU	15%	\$23,081.90
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$7,693.97

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/05/12	10/11/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/05/12	10/11/12	MTWTF--			3		\$450.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/05/12	10/11/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	MTWTF--					3	\$450.00		0.00			
E 2	KSNV	10/07/12	10/11/12	Wake Up Early w/ Wagner Wake Up Early Wagner	CM	430a-5a	MTWT--S	:30	1	\$250.00	1	0.00	NM	1	\$250.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/07/12	10/13/12	MTWT--S					1	\$250.00		0.00			
E 3	KSNV	10/05/12	10/11/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	MTWTF--					4	\$700.00		0.00			
E 4	KSNV	10/05/12	10/11/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$900.00	1	0.00	NM	5	\$4,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	MTWTF--					5	\$900.00		0.00			
E 5	KSNV	10/06/12	10/06/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$625.00		0.00			
E 6	KSNV	10/07/12	10/07/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$3,000.00		0.00			
E 7	KSNV	10/05/12	10/11/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	MTWTF--					2	\$450.00		0.00			
E 8	KSNV	10/05/12	10/11/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	MTWTF--					3	\$1,200.00		0.00			
E 9	KSNV	10/05/12	10/11/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	MTWTF--					2	\$1,300.00		0.00			
E 10	KSNV	10/05/12	10/11/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	MTWTF--					2	\$1,300.00		0.00			
E 11	KSNV	10/05/12	10/11/12	FacetoFace/Ralston Report FacetoFace/Ralston Report	CM	730-758pm	MTWTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/05/12	10/11/12	MTWTF--					2	\$900.00		0.00			
E 12	KSNV	10/08/12	10/08/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$4,000.00		0.00			
E 13	KSNV	10/09/12	10/09/12		CM	10-11pm	-T-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00

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Tues PR 10-11p Tuesday Prime 10-11pm PARENTHOOD <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -T----- 1 \$3,200.00 0.00															
E 14	KSNV	10/07/12	10/07/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00
NFL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 -----S 1 \$10,000.00 0.00															
E 15	KSNV	10/05/12	10/11/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
M-F News 3 at Eleven NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/05/12 10/11/12 MTWTF-- 2 \$1,200.00 0.00															
E 16	KSNV	10/05/12	10/11/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
Tonight Show TONIGHT SHOW W/ JAY LENO <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/05/12 10/11/12 MTWTF-- 2 \$500.00 0.00															
													Totals	33	\$44,625.00